

from the office

LEAD IN

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In earlier "Lead Ins" I've discussed the industry need for national beef promotion and the responsibility of the seed stock industry to take a leadership position in generating promotional funds. A major step in that endeavor was taken by your board in November when it endorsed a revenue generating concept developed by the U.S. Beef Breeds Council.

The Beef Breeds Council's proposal is for each member association to assess a \$1 fee on transfers with that money to be used for beef promotion. The \$1 contribution per head sold and transferred will be administered similar to the Beeferendum proposal of 1979. It is voluntary in that a producer can request and receive a refund of his contribution. Funds generated from the program will be used for national promotion through existing organizations, such as the Beef Industry Council of the National Live Stock and Meat Board. The U.S. Beef Breeds Council is an organization of beef cattle registries whose members have joined to stimulate, develop and promote the beef cattle industry of the U.S.

Adds to an Industry-Wide Effort

The program, like numerous state check-off programs across the nation, will add to an industry-wide effort to generate revenue to promote beef to the consuming public. The key to success lies in widespread breeder participation. As a breed organization and individual members, we need to determine if we are ready to invest \$1 per head for the improvement of our industry. I hope we are because the need has never been greater. The time has come to quit taking the defensive and go on the offen-

sive for a product that has attained a prestigious place on the American family table. In a recent BEEF magazine article Bob Kingsberry, an advertising executive who grew up in the cattle business, summed up our needs quite well. "A successful marketing campaign that will increase demand enough to raise prices at the consumer level can be done", he said, "but it will take a lot of two things the cattle industry has always been short on—money and organization". He emphasized that "the goal of a beef promotion campaign would be to create such a desire for beef among consumers that the price of beef would cease to be a factor. The advertising in a campaign needs to be designed to make people want to eat and buy beef more often than they do now."

Could Generate \$500,000 a Year

While details for the Beef Breeds Council's program have yet to be adopted, all member breed associations are presenting it to their boards and membership for approval. If the entire seed stock industry endorses the concept, approximately \$500,000 would be generated annually for national promotion work. This coupled with a present promotional budget of 7.5 million dollars puts the wheels in motion for a national self-help program for our industry.

We've all read the facts—how producers of citrus fruits, dairy products, eggs, etc. have been successful in promoting their products. I believe the time is right for the beef seed stock industry to put its money and its leadership behind a similar program to help insure the future of all cattle producers. A